WHAT IS CLAIMED IS:

1. A benefit agent delivery system suitable for delivering a benefit agent to a substrate, the benefit agent delivery system comprising a polymer particle and a benefit agent, wherein the polymer particle and the benefit agent are separately added to a matrix to form the benefit agent delivery system; and when the benefit agent delivery system is deposited onto the substrate, directly or indirectly, the Response Factor (RF) exhibited by the benefit agent delivery system is at least about 1.5, as measured by Test Ptotocol I or II.

2. The delivery system according to Claim 1 wherein the matrix is a granular matrix or a liquid matrix.

3. The delivery system according to Claim 1 wherein the delivery system and the matrix are diluted with water before and/or after contacting the substrate.

4. The delivery system according to Claim 1 wherein the polymer particle and the benefit agent become non-polymerically associated in the matrix.

5. The delivery system according to Claim 1 wherein the benefit agent is a perfume raw material.

6. The delivery system according to Claim 5 wherein the polymer particle comprises a polymer which exhibits a first affinity for a low Kovats index (LKI) perfume raw material having a Kovats Index of from about 1000 to about 1400 and a second affinity for a high Kovats index (HKI) perfume raw material having a Kovats Index of greater than about 1700, the first affinity is at least about 2 times greater than the second affinity, as measured by Affinity Test Protocol III.

7. The delivery system according to Claim 1 wherein the benefit agent is a perfume accord comprising one or more LKI perfume raw materials, each having a Kovats Index value of from about 1000 to about 1400, and one or more HKI perfume raw materials, each having a Kovats Index value of greater than about 1700.

8. The delivery system according to Claim 7 wherein the LKI perfume raw materials collectively provide a first Average Response Factor (ARF_{LKI}) and the HKI perfume raw materials collectively provide a second Average Response Factor (ARF_{HKI}); the perfume polymeric particle has a ratio of ARF_{LKI} / ARF_{HKI} of at least about 1.2.

9. A composition comprising the benefit agent delivery system according to Claim 1 and an adjunct ingredient.

10. The composition according to Claim 9 wherein the composition is a personal care composition, a fabric care composition, or a hard surface care composition.

11. A composition according to Claim 9 wherein the polymer particle and the benefit agent are separate, discrete components at least one point in time after the composition has been produced and become associated with one another prior to, during or as result of being applied directly and/or indirectly to a substrate.

12. A method for making a granular or liquid composition containing a benefit agent delivery system comprising the steps of:
    a) providing a granular or liquid matrix;
    b) adding a polymer particle to the matrix; and
    c) adding a benefit agent to the matrix;
wherein the polymer particle and benefit agent are added as separate, discrete components from different sources to form the benefit delivery system.

13. The method according to Claim 12 wherein the Response Factor (RF) exhibited by the benefit agent is at least about 1.5, as measured by Test Ptotocol I or II.

14. The method according to Claim 12 wherein the polymer particle and benefit agent become non-polymerically associated in the matrix.

15. The method according to Claim 12 wherein the benefit agent is a perfume raw material.

16. The method according to Claim 15 wherein the polymer particle comprises a polymer which exhibits a first affinity for a low Kovats index (LKI) perfume raw material having a Kovats Index of from about 1000 to about 1400 and a second affinity for a high Kovats index (HKI) perfume raw material having a Kovats Index of greater than about 1700, the first affinity is at least about 2 times greater than the second affinity, as measured by Affinity Test Protocol III.